

Job description

Web Manager (WordPress, Digital Strategy, UX, Analytics)

Reports to: Head of Digital
Location: Hybrid (High Wycombe, London area, United Kingdom)
Type: Permanent, Full-Time
Line management: No direct reports
Salary grade table: Specialist 5.3 (£31,450 per annum)
Benefits: Holiday allowance 36 days including UK public holidays. Enhanced maternity, paternity and sick leave, team members also have access to a private counselling service.

Enjoy a flexible hybrid working model with a minimum of 2 days per week in our High Wycombe office, supporting work-life balance.

The Role

As a leading charity/nonprofit dedicated to supporting people with coeliac disease, Coeliac UK is investing in digital innovation. We are excited to create a pivotal new role for a talented Web Manager to help us transform our online presence and drive meaningful impact for our community. The Web Manager will play a pivotal role in managing the development and maintenance of our website, ensuring a high-quality user experience. This role will also be central to the creation and successful launch of a new website, managing content migration and ensuring adherence to functional specifications and brand guidelines.

Our ideal candidate is a collaborative team player with proven web management experience, a strong analytical mindset, and a keen interest in the future of web technologies.

Key Responsibilities

- Oversee and optimise the daily management, development, and maintenance of our current website to ensure exceptional performance and user experience.
 - Implement best practices in SEO and web accessibility to maximise site visibility and ensure compliance with WCAG guidelines.
 - Collaborate with marketing, content, IT and external agencies to deliver cohesive digital projects and campaigns.
 - Lead content migration and integration projects (WordPress)
 - Analyse web data and implement actionable improvements
 - Ensure GDPR and data compliance
 - Conduct regular analysis and reporting on web performance, user behaviour, and site analytics, working closely with internal teams to derive actionable insights.
 - Grow your digital skillset by taking on new platforms (such as our app) and benefit from tailored professional development opportunities and training.
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Key Competencies

- Strong understanding of systems integration, user experience, and user journey optimization.
 - Ability to analyse web metrics and data to drive improvements.
 - Excellent time management and organizational skills with the ability to balance multiple projects.
 - Experience in setting and managing targets, budgets, and project costs.
 - Experience with relevant marketing and web management tools
 - Strong communication skills.
 - Excellent problem-solving skills with the ability to think creatively and propose innovative solutions.
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Experience and Skills

- Advanced experience with CMS (especially WordPress), Google Analytics, Google Tag Manager, and Google Search Console.
 - Familiarity with CRM systems, WorkBooks would be preferred but not essential.
 - Experience with HTML, CSS, JavaScript, UX/UI principles and digital marketing platforms is highly desirable.
 - Experience in project management principles - certifications such as Agile, PRINCE2 are a plus.
 - Strong working knowledge of GDPR and data compliance regulations.
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If you're passionate about digital innovation and want to make a real difference for people affected by coeliac disease, we'd love to hear from you. Apply now with your CV and a cover letter detailing your relevant experience.

Immediate start available for the right candidate.

Also known as Website Manager, Digital Web Manager, or Online Content Manager.

*#WebManager #DigitalJobs #CharityJobs #WordPress #DigitalTransformation
#HybridJobs #LondonJobs #NonprofitCareers #UX #SEO #Analytics*